

What is claimed is:

1 1. A service identification tag for being used in accessing
2 an information transmission server on the Internet, comprising:
3 an exclusive graphic pattern that can be recognized by a human;
4 and
5 an identification code that can be read by a reading unit.

1 2. A service identification tag, according to claim 1, wherein:
2 said exclusive graphic pattern is a service mark that is set
3 to be a registered trademark.

1 3. A service identification tag, according to claim 1, wherein:
2 said identification code is a bar code.

1 4. A communications system, comprising:
2 a service server provided with an identification code/URL
3 conversion table;
4 an information transmission server provided with an information
5 storage; and
6 a terminal unit that is connected through a radio or wire
7 communication network to said information transmission server, said
8 terminal unit having a function for communicating with a Web server;
9 wherein said terminal unit makes a unique link to said service
10 server to be predetermined; reads an identification code from a
11 service identification tag that is composed of an exclusive graphic
12 pattern that can be recognized by a human and said identification
13 code that can be read by a reading unit, sends the identification

14 code to said service server, and receives the URL information of
15 said information transmission server corresponding to the
16 identification code from service server.

1 5. A communications system, according to claim 4, wherein:
2 said terminal unit makes a link to said information transmission
3 server located at the URL received from said service server, and
4 obtains information stored in the information storage of said
5 information transmission server.

1 6. A communications system, according to claim 4, wherein:
2 said terminal unit is composed of an identification tag reading
3 means for conducting the pattern recognition of the graphic pattern,
4 sand an automatic calling means for automatically making a call
5 to said service server when the graphic pattern read by said
6 identification tag reading means coincides with a graphic pattern
7 that is in advance stored in storing part of said terminal unit.

1 7. An information service system, comprising:
2 means for using a service identification tag that is composed
3 of an exclusive graphic pattern that can be recognized by a human
4 and an identification code that can be read by a reading unit;
5 wherein said information service system provides a service
6 server that converts the identification code into URL information,
7 conducts the centralized management of the identification code,
8 and guarantees the exclusive use of the identification code relating
9 to URL of an information transmitter who requests the service of
10 said information service system and the exclusive use of the graphic

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1 9. A service identification tag, according to claim 7, wherein:
2 said identification code is a bar code.